

WHAT IS CLAIMED IS:

1. A method of conducting a multi-player game in a wireless telecommunications system, comprising:
 - receiving, by a mobile terminal operated by a first player, a message including a virtual ball relating to the multi-player game, the virtual ball including information relating to rules for the multi-player game and data automatically displayed on a display of the mobile terminal, wherein the rules define a period of time requiring the first player to forward the virtual ball to another player for receiving a promotional item;
 - forwarding, by the mobile terminal operated by the first player, the virtual ball to another mobile terminal; and
 - providing the promotional item to said mobile terminal operated by the first player if the virtual ball is forwarded within the period of time defined in the rules for the multi-player game.
2. The method of claim 1, wherein the data displayed on the display of the mobile terminal includes advertising information.
3. The method of claim 2, wherein the advertising information displayed on the mobile terminal relates to the promotional item.
4. The method of claim 1, wherein the promotional item comprises discount on a product.
5. A mobile terminal for conducting a multi-player game in a wireless

telecommunications system, comprising:

a display;

means for receiving, in said mobile terminal being operated by a first player, a message including a virtual ball relating to the multi-player game,

wherein the virtual ball includes information relating to rules for the multi-player game and data automatically displayed on said display,

wherein the rules define a period of time requiring the first player to forward the virtual ball to another player for receiving a promotional item; and

means for forwarding from said mobile terminal to another mobile terminal the virtual ball; and

wherein the promotional item is provided to said mobile terminal if the virtual ball is forwarded within the period of time defined in the rules for the multi-player game.

6. The mobile terminal of claim 5, wherein the data displayed on said display of said mobile terminal includes advertising information.

7. The mobile terminal of claim 6, wherein the advertising information displayed on said display of said mobile terminal relates to the promotional item.

8. The mobile terminal of claim 5, wherein the promotional item comprises discount on a product.

9. A wireless telecommunications system comprising:
a plurality of mobile terminals;

a wireless telecommunications network which communicates with a plurality of mobile terminals,

wherein at least two of said mobile terminals can conduct a multi-player game in said wireless telecommunications system,

wherein each mobile terminal of said at least two of said mobile terminals comprises:

a display,

means for receiving, in said mobile terminal being operated by a first player, a message including a virtual ball relating to the multi-player game,

wherein the virtual ball includes information relating to rules for the multi-player game and data automatically displayed on said display,

wherein the rules define a period of time requiring the first player to forward the virtual ball to another player for receiving a promotional item, and

means for forwarding from said mobile terminal to the other mobile terminal of said at least two mobile terminals the virtual ball,

wherein the promotional item is provided to said mobile terminal if the virtual ball is forwarded within the period of time defined in the rules for the multi-player game.

10. The wireless telecommunications system of claim 9, wherein the data displayed on said display of said mobile terminal includes advertising information.

11. The wireless telecommunications system of claim 10, wherein the advertising information displayed on said display of said mobile terminal relates to the promotional item.

12. The wireless telecommunications system of claim 9, wherein the promotional item comprises discount on a product.